

~~Craig Kellerman
McCullagh, Commissioner~~

T.I. July 23

Clements
Hardy
Conrad, et al.

Conrad, et al.

1. ~~Kathy Peifer - \$1000 - \$1500.~~

2. ~~surveillance Gov Dept - \$2,000 next yr?~~

3. 1968 HEW Report to Congress:

Hardy has preliminary views.

Analysis needs scientific help.

Need analysis of what is new in Report
Statistics - not new, but diff use &
need analysis.

3. iii Index tape must be updated so that
new biblios can be readily checked. ^{as to relevance in system} ^{\$650 mo}
Also ready check as to what is new or
additional in latest bibliography. ^{to keep date} 1967 HEW

tape (biblio) - \$1,200. Tape for 1968
HEW Rpt - \$1,600. These 2 items are
recommended by Colby, Decker & O'Shea
would pay for library time over in lawyers
& scientists' time. Long Rpt to Cohen

- another \$1,600. (\$5,000 for bib tapes +
\$3,300 + \$650 mo). We just don't
have enough lawyers time available &
it must be used to best advantage

OK.
^{of basic}

~~1. C~~ Statistics in 1968 HEW Report.
 Ad Hoc lawyers just can't handle it. Could do it by early Sept.

~~100-150 mos.~~ Also analyze ~~into~~ scientific material in 1968 HEW Report upon which NIE relies in reaching conclusions.

Get back Time basis.
 to Hardy → 10 - 15 M per month
~~→~~ through Central File.
 Prob 2 mos to accomplish

→ Hoff's MEMO to JEA,

5. Lockett & Loyt re Mason Laboratory

Work is ours, but wants to publish & use it to get further work. Methodologies - ^{Developmental techniques} Chem & biological. I'd like to continue research for

6. Gaps + State of knowledge being prepared, the latter to back up our position on gaps.

J.I. - 9/23/68

6. Dr. Seltzer

Re. Dr Mayer who is pressing to have S confined to obesity.

~~✓ \$400~~ ✓ Seltzer was paid 60 M in 1968
needs \$30 M 1969 - (on annual basis after review) in order to continue work in area of constitutional factors. J. Mayb
call David 2 year commitment.
Special Project.

7. Albans (Health Dept - Houston)

Was approved for 2 years.
past records on consistent basis - criteria for classification has changed 3 times. Also checked in hospital records.
Want to check results v. geo pattern, air pollution, educ. level, income, etc.

Hockett thinks this a high class piece of work. \$133 M per yr for past 2 years.

J.I. - 9/23/68 - McDonnell

LG 2015253

7/23

Call Dave → Needs \$ 33.5 M July 1, 68 - 69
Sp. Project % 69 - 70

~~3250 +~~

~~33.5
8.5
16.7
30.4
3.3~~

8.

Dr. Charles P. Larson

~~He's along
for it~~

doesn't think Auerbach's work on changes stands up. Is interested in asbestos but can also check out Auerbach at same time.

~~⑧
gynflicative~~

SAB turned it down. Spica Project? Decker, Cohn, Holzman & Cook all favor support.

Thinks will find asbestos in perhaps 40% of autopsies

Call
David
sp. Proj.

2-3 yrs at \$ 36 - 40 M. 14
Available W.
Forensics \$ 200



9. Earle

~~He's got a freedom of prescription
law preemption, states & FTC
Get away from annual FTC opt-in?~~

They want TIN, Steyer label, all
and nothing else... and

T.I. - 9/23/68

5.

What is our goal pro quo to
1) stop what they want & 2) extend
preemption - the latter in Earles
view, the most difficult. (Final 50
diff state reg's).

Would we give on tax/rx labeling?
Even if we did, it wouldn't
be as effective for bargaining
as reduction in TV ads &
youth exposure to our ads.

We simply can't live with the
stronger warning. Must fight it -
& have a ~~good~~ good argument.

Reduce TV + radio ads? This would
be bargaining. Could have
negotiated on 14% of 12-17 & 25%
reduction in air ads.

Given if we ever will get hearings
may let preemption lapse.

Our prime goals

1. Prevent stronger controls
2. Extend preemption

ADR. Inc. July 3rd - 2015255. 9:22

LG 2015255

6

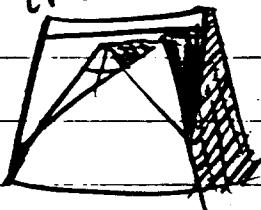
Are we willing D'niester getting off air?
Old & Henry will reexamine
Their formulae?

Give up using people in T V ads?

- { 1) No stronger caution notice
- 2) " Warning in adog (+ preemptive)
- 3) " T/N or other figures
- 4) No HEW + FTC am sps.

Cable → Are we prepared to make concessions → red adog?
HEW etc
Early won't offer any deal. youth appeal

→ Fund - \$25,000 each
PL made up their \$20M



- need to expense before adjt
- as much in cash,